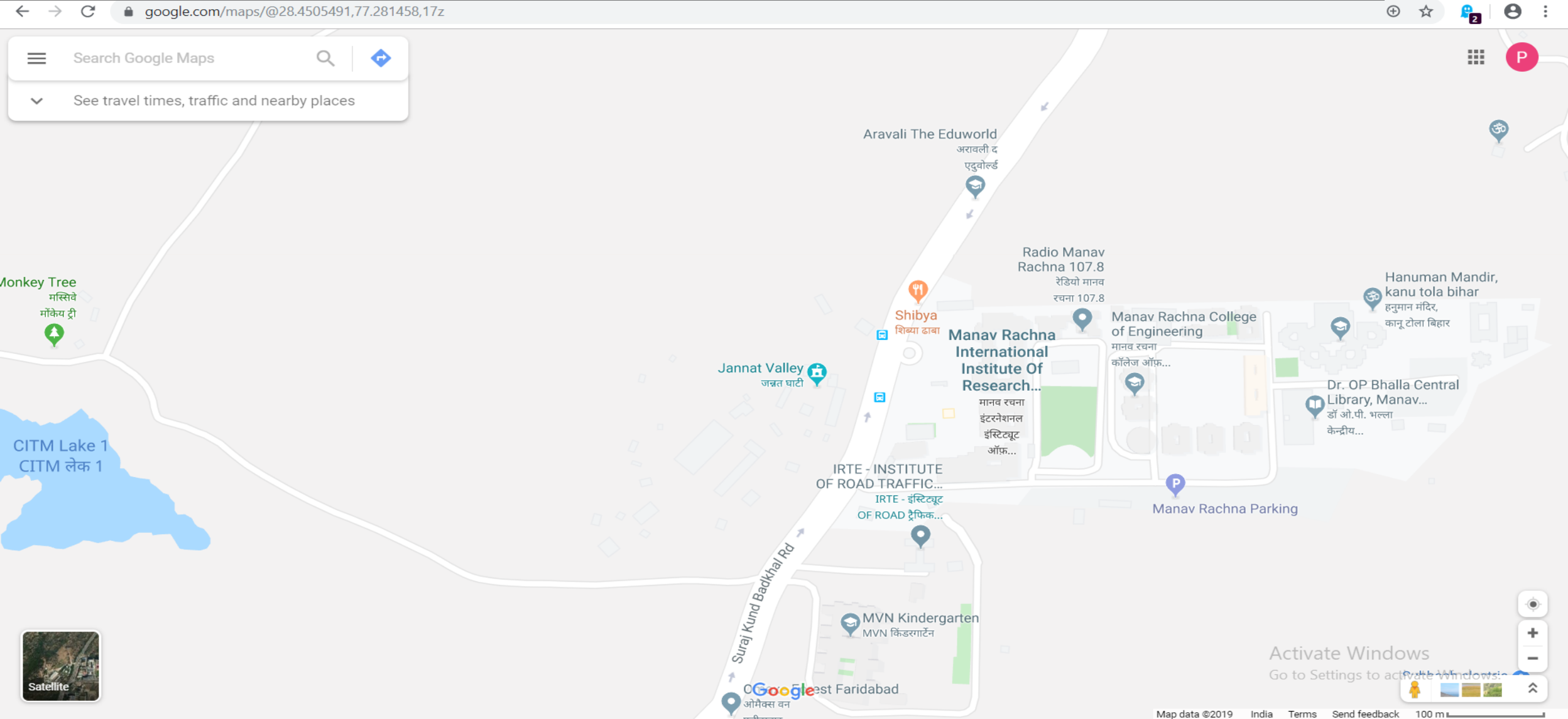


Manav Rachna Campus located in Faridabad- (NCR)



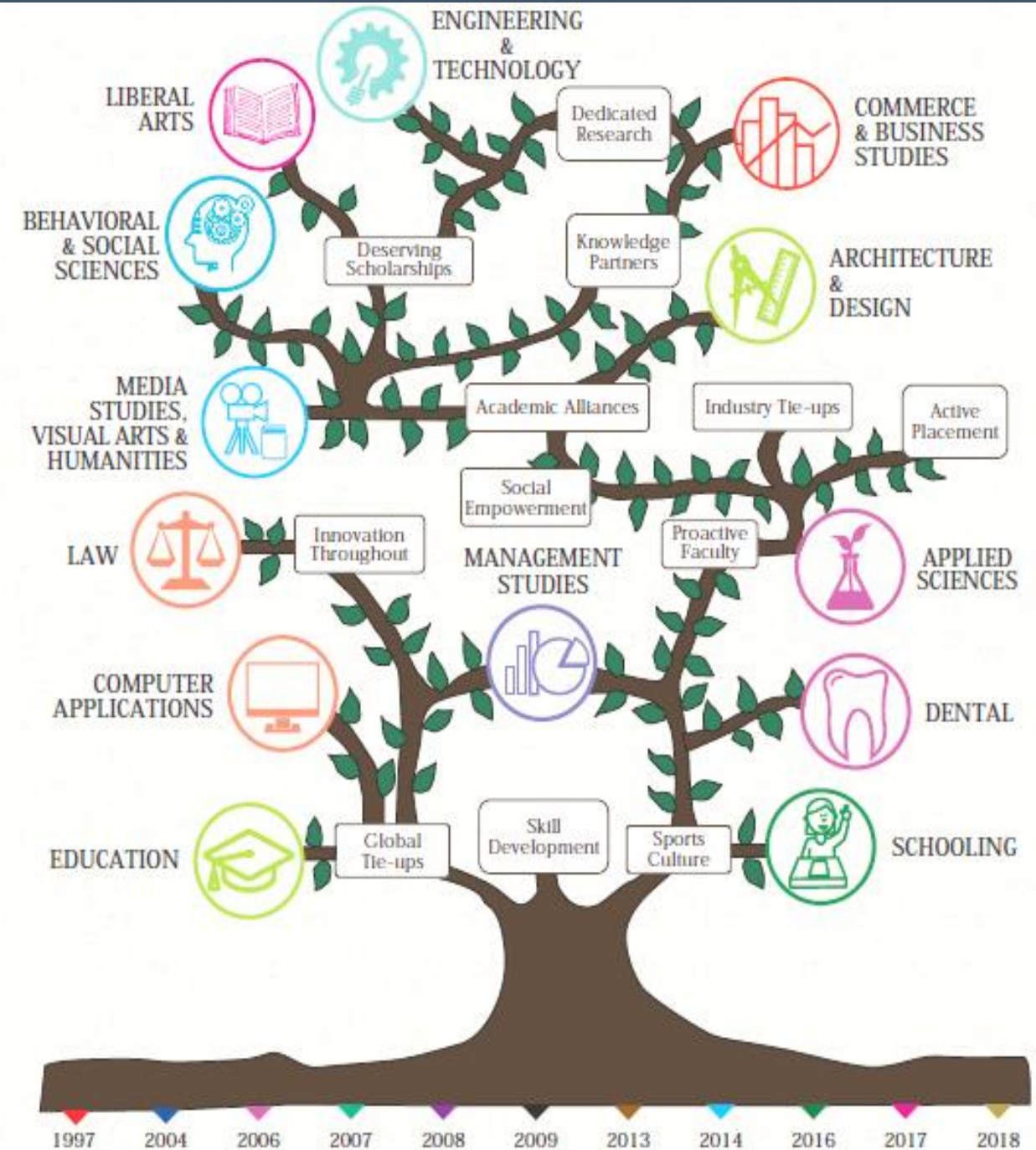
Manav Rachna Universe

- Manav Rachna Educational Institutions (MREI) founded in 1997, has grown to become one of the best educational entities in the country and is recognized for excellence in professional education and research.
- A brainchild of the Founder Visionary Dr O.P. Bhalla, a renowned educationist and philanthropist, MREI now encompasses a group of the many vibrant, world class institutions.



22 Years of Optimism & Excellence

- **Manav Rachna International Institute of Research & Studies**
- **Manav Rachna University**
- **Manav Rachna Dental College**
- **Eight Manav Rachna International Schools**
- **Four Kunschkappskolan Schools**



Our Team Leader



Prof. I K Bhat, Vice Chancellor

The MRU CREDENTIALS...

Why MRU?

Dignified Diversity...

LEADING INTERNATIONAL ACADEMIC PARTNERS



Courses We Offer

Engineering &
Technology

Computer
Application

Behavioral & Social
Science

Applied Science

Management

Dental

Law

Education

Humanities

Media

Commerce &
Business Studies

Architecture &
Design

MRU Faculty...

•Faculty of Engineering

1. Department of CST (B.Tech. CSE/B.Tech with Specialization in DSML/ B.Tech with Specialization DTE/M.Tech./Ph.D.)
2. Department of ECE (B.Tech. ECM/ M.Tech./ Ph.D.)
3. Department of ME (B.Tech. with Specialization in Smart Manufacturing & Automation/ M.Tech./ Ph.D.)

•Faculty of Applied Science

1. Department of Physics (B.Sc. (Hons.)/ M. Sc/ Ph. D.)
2. Department of Chemistry (B.Sc. (Hon.s)/ M. Sc/ Ph. D.)
3. Department of Mathematics (B.Sc. (Hons.)/ M. Sc/ Ph. D.)

•Faculty of Management & Humanities

1. Department of Management and commerce (BBA (FAA/HCM/EFB (Corporate Collaboration)/ Ph. D.)
2. Department of Humanities and Language

•Faculty of Education

1. Department of Education (B.Ed. & Integrated B.Ed. Programs (B.Sc. B.Ed. & B.A. B.Ed.))
2. B.Ed. Special Education

• Faculty of Law

1. B.A LLB./BBA LLB./B.Com.LLB
2. LLM

The MRU CREDENTIALS...

SPOTLIGHTS

NEW COURSES

AT MANAV RACHNA UNIVERSITY

- ★ B.Tech. in Mechanical Engineering in Smart Manufacturing & Automation
- ★ B.Ed. Special Education
- ★ LL.M. (1 Year & 2 Year)
- ★ BBA (Operations Management)
- ★ B.Tech CSE in Data Science & Machine Learning with Xebia
- ★ B.Tech CSE in Digital Transformation with Xebia
- ★ M.Tech ECE in Embedded System & VLSI Design



Benefits of Cashless



No Cash!



Go Digital



Economy

TRADITIONAL MARKETING



VS







**Cashless
Society**

450_{BC}

COIN

Metal coins first used as a method of payment

1681

CHECK

Check reportedly used for the first time

1775

PAPER MONEY

Continental Currency was introduced with values ranging between 1/6 of a dollar to \$80

1914

CHARGE CARD

The first charge card was issued by Western Union

1978

DEBIT CARD

Seattle's First National Bank offers first debit card to business executives

1958

CREDIT CARD

Bank of America introduces a credit card

2003

SMARTPHONE PAYMENTS

NFC technology approved as industry standard

1997

MOBILE PAYMENT

First SMS mobile payment on a coca cola vending machine

CONTACTLESS PAYMENT

First used at a Mobil Gas Station (Speedpass)

1979

INTERNET PAYMENT

Online shopping invented

- **Digital signature , verification**
- **Transactions can be received at any time, regardless of whether your computer is turned on or off.**
- **No Need for Middlemen**
- **Irrevocable Transactions**



HEALTHCARE

For users to access insurance, treatment; to monitor health devices, wearables; for care providers to demonstrate their qualifications

FINANCIAL SERVICES

To open bank accounts, carry out online financial transactions

FOOD AND SUSTAINABILITY

For farmers and consumers to verify provenance of produce, to enhance value and traceability in supply chains

TRAVEL AND MOBILITY

To book trips, to go through border control between countries or regions.

HUMANITARIAN RESPONSE

To access services, to demonstrate qualifications to work in a foreign country

DIGITAL IDENTITY



ENTITIES

PEOPLE



DEVICES

THINGS



SMART CITIES

To monitor devices and sensors transmitting data such as energy usage, air quality, traffic congestion

TELECOMMUNICATIONS

For users to own and use devices; for service providers to monitor devices and data on the network

E-GOVERNMENT

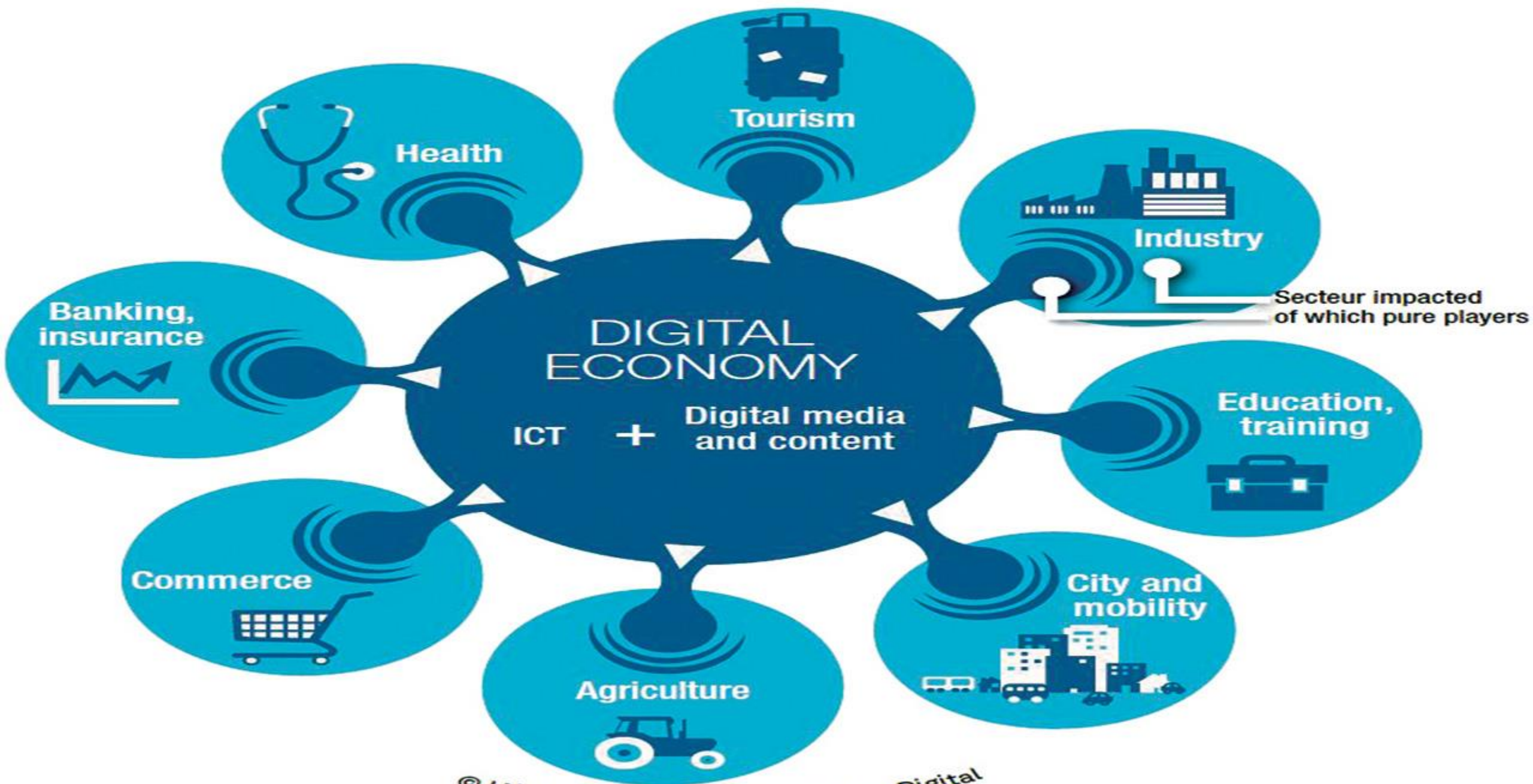
For citizens to access and use services – file taxes, vote, collect benefits

SOCIAL PLATFORMS

For social interactions; to access third-party services that rely on social media logins

E-COMMERCE

To shop; to conduct business transactions and secure payments



DIGITAL ECONOMY

SUPPLY

- > Digital infrastructure
- > Digital products and supply
- > Digital information and content
- > Skills of the sector

Measured by:

- > Official statistics based on SIC definitions
- > Intelligence from Enterprise bodies

DEMAND

- > Business
- > Households
- > Public services
- > Skills of those utilising digital

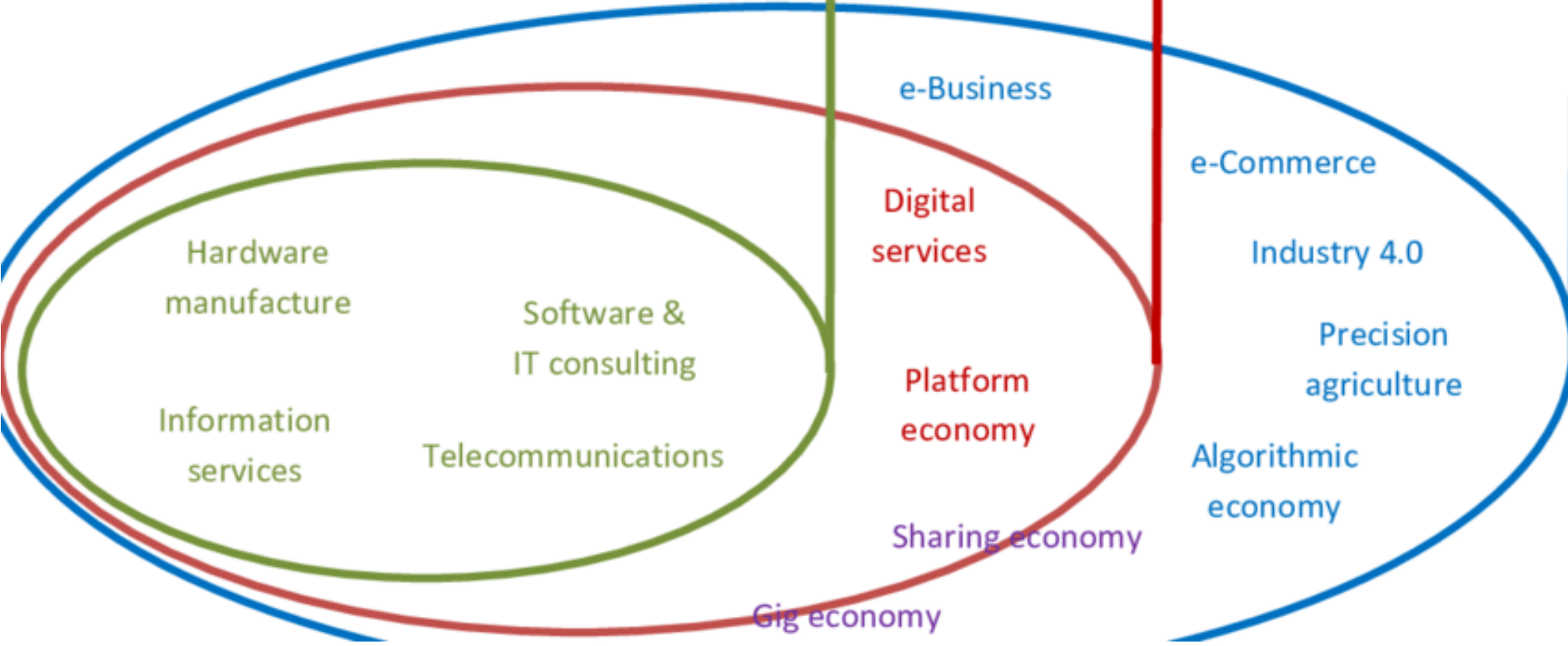
Measured by:

- > Surveys on usage by business and households
- > Existing indicators and intelligence

Broad Scope: Digitalised Economy

Narrow Scope: Digital Economy

Core: Digital (IT/ICT) Sector



Start with a smart digital strategy.

Incorporate these **five core principles**:

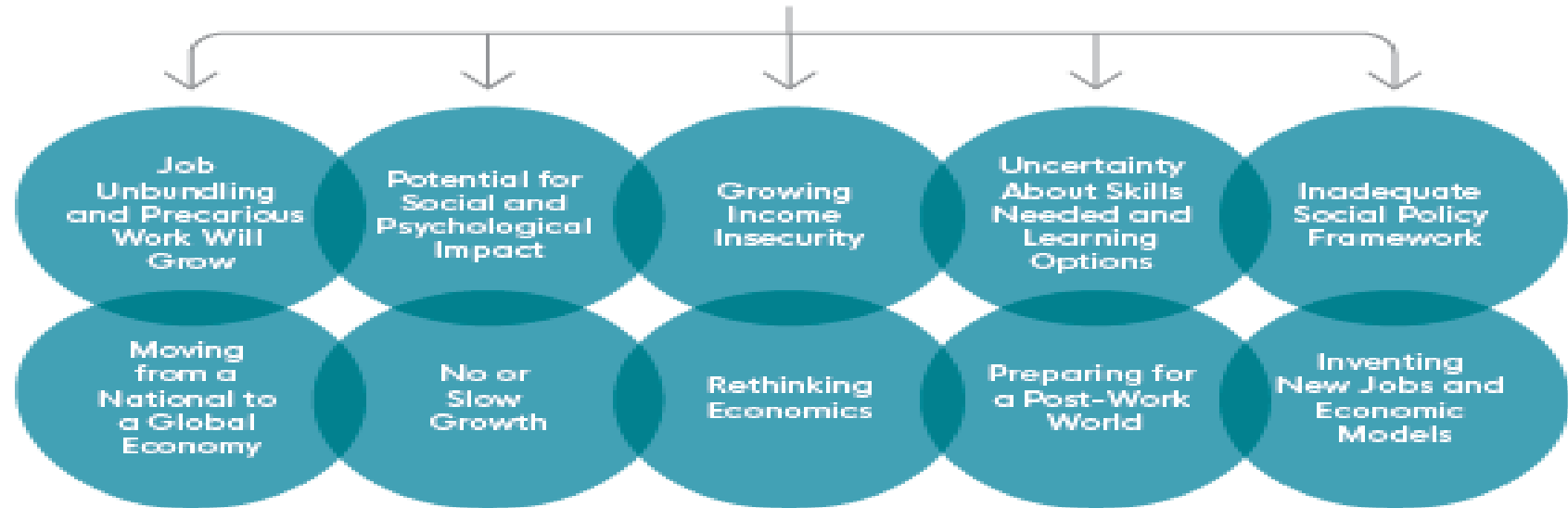


98%
of respondents
expect the digital
economy to
significantly impact
innovations.

Digital finance in the developing world could have a great impact.



CHANGE DRIVERS



IMPLICATIONS

JAN
2019

DIGITAL AROUND THE WORLD IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.676
BILLION

URBANISATION:
56%

UNIQUE
MOBILE USERS



5.112
BILLION

PENETRATION:
67%

INTERNET
USERS



4.388
BILLION

PENETRATION:
57%

ACTIVE SOCIAL
MEDIA USERS



3.484
BILLION

PENETRATION:
45%

MOBILE SOCIAL
MEDIA USERS



3.256
BILLION

PENETRATION:
42%



we
are
social



we
are
social



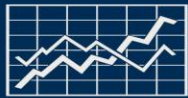
Hootsuite™

we
are
social



HOT JOBS

Average Salaries in AI



Data Analyst
\$61,266



Data Scientist
\$104,479



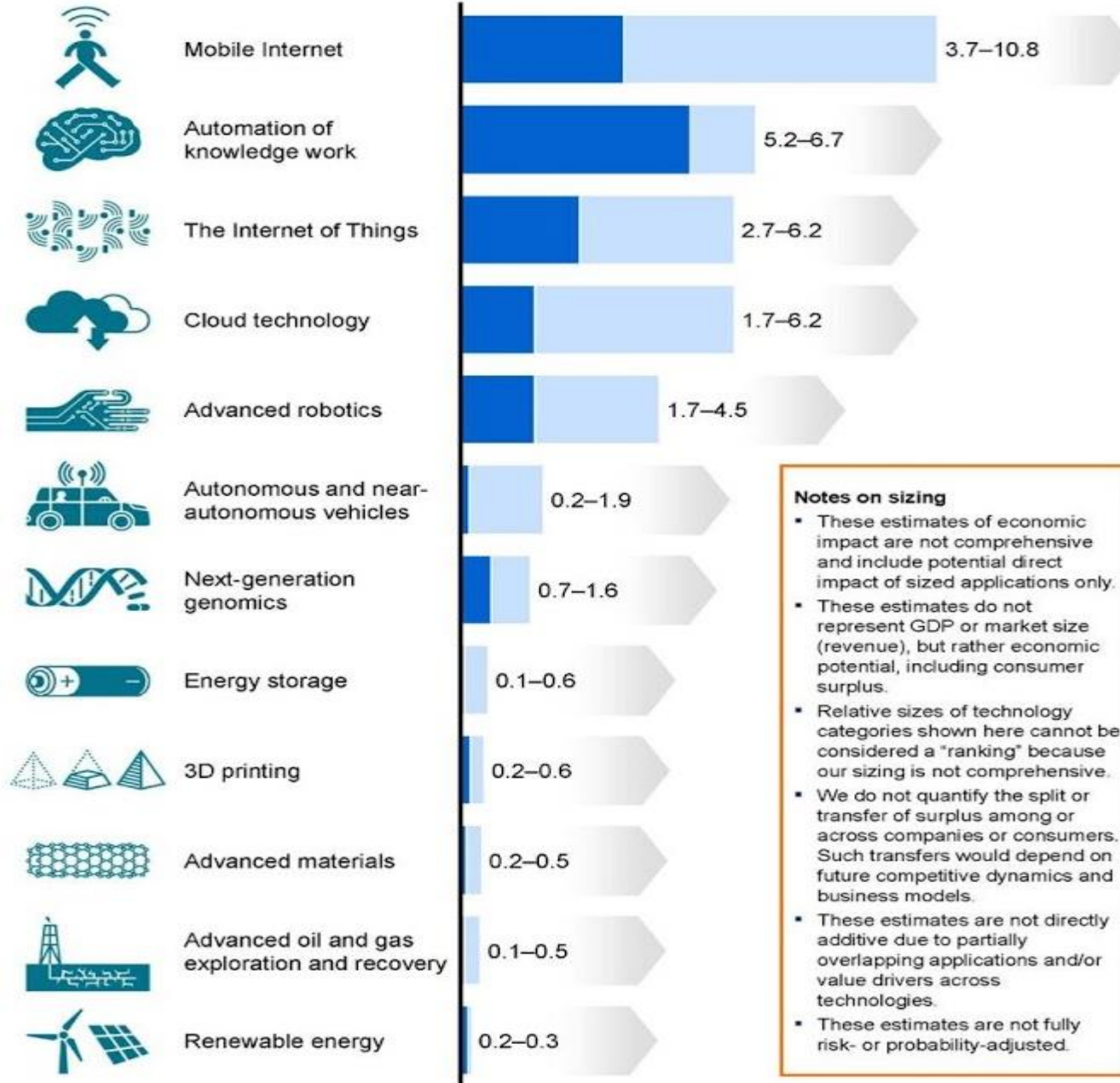
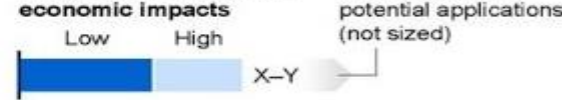
Data Warehouse Engineer
\$85,777



Machine Learning Engineer
\$107,924

of technologies from sized applications in 2025, including consumer surplus

\$ trillion, annual



Notes on sizing

- These estimates of economic impact are not comprehensive and include potential direct impact of sized applications only.
- These estimates do not represent GDP or market size (revenue), but rather economic potential, including consumer surplus.
- Relative sizes of technology categories shown here cannot be considered a "ranking" because our sizing is not comprehensive.
- We do not quantify the split or transfer of surplus among or across companies or consumers. Such transfers would depend on future competitive dynamics and business models.
- These estimates are not directly additive due to partially overlapping applications and/or value drivers across technologies.
- These estimates are not fully risk- or probability-adjusted.

FOREWORD BY
ALAN WEBBER
Co-Founder, *Fast Company* magazine

CREATIVE ECONOMY ENTREPRENEURS

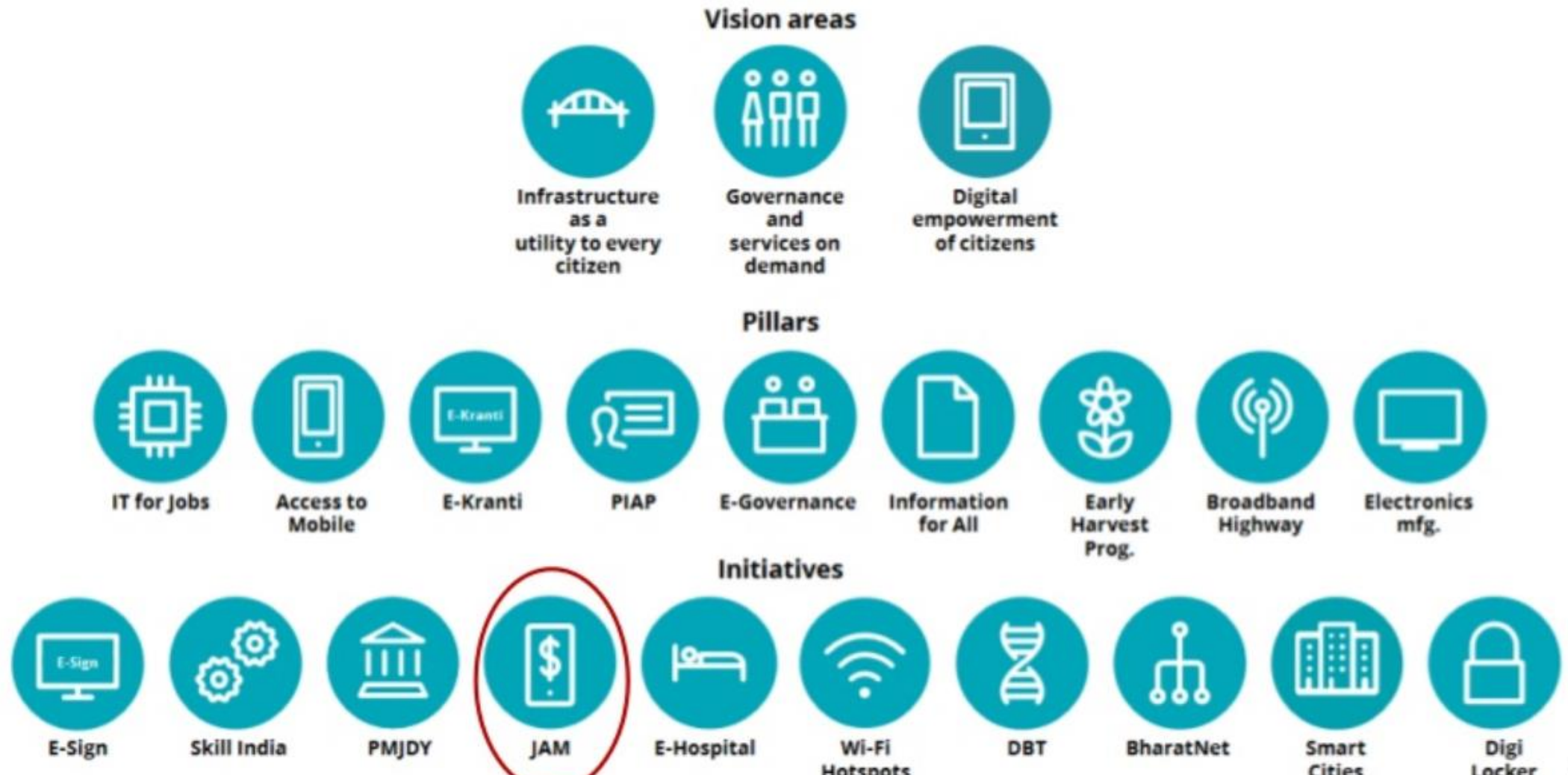
**FROM STARTUP
TO SUCCESS**

HOW ENTREPRENEURS IN
THE CREATIVE INDUSTRIES
ARE TRANSFORMING THE
GLOBAL ECONOMY

ALICE LOY & TOM AAGESON
Co-Founders of *Creative Startups*®

VISION OF DIGITAL INDIA

Figure 1: Overview of the Digital India Programme



Type	User base (millions)			Profile parameters			
	2018	2025	2030	HH Income profile (current) – USD/ annum	Language of digital consumption	Primary mode of digital consumption	Content preferences
Digital Sophisticates	18	50	75	>70,000	Primarily English and Hindi	Smart connected TVs and mobile	Global content and tent-pole, original Indian programming tailored for the urban audience, typically behind a paywall
Digital Enthusiasts	190	370	530	8,500-70,000	Hindi/regional language as well as pockets of English	Mainly smartphone led with partial TV streaming among the higher income groups	Well known global franchises may find a niche audience but predominantly, it will be Indian narratives that will be popular
Digital Mainstream	310	380	410	4,000-8,500	Hindi/regional languages	Smartphones	Free content available online or bundled plans with OTT players through telcos and other distribution platforms
Fringe User	10	20	35	Sporadic digital access on account of either poor connectivity or irregular income. Limited socio-economic mobility to move to the digital mainstream. Digital consumption likely to be restricted to mobile messaging and free bundled content			

<https://hbr.org/2019/09/ranking-42-countries-by-ease-of-doing-digital-business>

Thank You.



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